

1 a member of the county council is elected on. Nor do I  
2 think they should be. This whole question of coat-tail  
3 effect reminds me of what some politicians call  
4 Shorenstein's Rule. Some may be familiar with Shorenstein's  
5 Rule. It seems Shorenstein was a political boss who was  
6 a power in Brooklyn during the time of Franklin Roosevelt  
7 in the 1930's. Shorenstein had a very powerful organiza-  
8 tion and one of those, he was a Democrat, one of those  
9 years his organization was, of course, supporting the top  
10 of the ticket, Franklin Roosevelt, he had on his ballot,  
11 on his ticket, a man running for Judge. Well, into the  
12 campaign the judge came to Shorenstein and said, look,  
13 what's all the problem here, what is going on? All I see  
14 and all the advertisements and all the billboards and  
15 all brochures, all the publicity, only thing I see is  
16 Franklin Roosevelt. Where am I? I never see, where are  
17 my brochures, where are my billboards, where is my campaign  
18 money, how am I going to get elected when all you are  
19 doing is highlighting Franklin Roosevelt. How about me,  
20 how about my judgeship? Shorenstein looked at him and  
21 said, have you ever been down on the Staten Island Ferry?